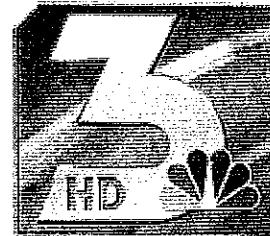


## **ORDER**



Orders	Order / Rev:	103613
	Alt Order #:	06830213
	Product Desc:	HELLER FOR SENATE
	Estimate:	
	Flight Dates:	08/08/12 - 08/14/12
	Original Date / Rev:	06/27/12 / 08/10/12
	Order Type:	GENERAL

Primary AE:	Amy McCreary
Sales Office:	BLPHI
Sales Region:	National

Agency	Name:	<u>Strategic Media Services, Inc.</u>
	Buying Contact:	<hr/>
	Billing Contact:	<hr/>
		<u>3299 K St. NW</u>
		<u>Washington, DC 20007</u>

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Heller, Dean for U.S. Senate
	Demographic:	A35+
	Product Codes:	PLC01
	Priority:	SELECT PRIORITY CODE
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN

*evised*

New Business Thru: \_\_\_\_\_

Order Separation: 00:15:00

Advertiser External ID: \_\_\_\_\_

Agency External ID: \_\_\_\_\_

## **Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/14/12	32	\$20,850.00	\$17,722.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	32	\$20,850.00	\$17,722.50	0.00

#### **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
John Doe	New York	North America	2023-01-01 / 2023-12-31	10%

Amy McCreary Start Of Order - End Of Order 100%

## Order Share

KSNV	23%	\$20,850.00
Market	100%	\$90,652.17

### Competitive Share

CABLE		0%	\$0.00
KBLR		0%	\$0.00
KFBT		0%	\$0.00
KINC		0%	\$0.00
KLAS	36%		\$32,634.78
KLVX	0%		\$0.00
KSNV-	0%		\$0.00
KTNV	18%		\$16,317.39
KTUD	1%		\$906.52
KVVU	15%		\$13,597.83
KVWB	0%		\$0.00
LV1	0%		\$0.00
UNKWN	7%		\$6,345.65

Order / Rev: 103613  
Alt Order #: 06830213  
Flight Dates: 08/08/12 - 08/14/12

**Advertiser:** Heller, Dean for U.S. Senate  
**Product Desc:** HELLER FOR SENATE  
**Estimate:**

Order / Rev: 103613 Advertiser: Heller, Dean for U.S. Senate  
 Alt Order #: 06830213 Product Desc: HELLER FOR SENATE KSNV  
 Flight Dates: 08/08/12 - 08/14/12 Estimate:

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 13	KSNV	08/12/12	08/12/12	Olympics Late News 3	CM	11pm-12:35am	-----S	:30	1	\$1,000.003	0.00	NM	1	\$1,000.00
<b>NEWS</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 08/06/12	08/12/12	-----S		1	\$1,000.00			0.00				
E 16	KSNV	08/08/12	08/10/12	News 3 Olympic Zone	CM	7:30-8:00PM	--WTF--	:30	1	\$750.001	0.00	NM	1	\$750.00
<b>OLY ZONE</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 08/06/12	08/12/12	--WTF--		1	\$750.00			0.00				
E 17	KSNV	08/08/12	08/10/12	Wake Up Early w/ Wagner	CM	430a-5a	--WT---	:30	2	\$150.001	0.00	NM	2	\$300.00
<b>NEWS</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 08/06/12	08/12/12	--WT---		2	\$150.00			0.00				
E 18	KSNV	08/14/12	08/14/12	Noon News	CM	12-1230pm	-T-----	:30	1	\$425.001	0.00	NM	1	\$425.00
<b>NEWS</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 08/13/12	08/19/12	-T-----		1	\$425.00			0.00				
N 19	KSNV	08/13/12	08/13/12	Noon News	CM	12-1230pm	M-----	:30	1	\$425.001	0.00	NM	1	\$425.00
<b>NEWS</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 08/13/12	08/19/12	M-----		1	\$425.00			0.00				
N 20	KSNV	08/13/12	08/13/12	Wake Up Early w/ Wagner	CM	430a-5a	M-----	:30	1	\$200.001	0.00	NM	1	\$200.00
<b>NEWS</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 08/13/12	08/19/12	M-----		1	\$200.00			0.00				
N 21	KSNV	08/13/12	08/13/12	Face to Face w/ Ralston	CM	730-758pm	M-----	:30	1	\$800.001	0.00	NM	1	\$800.00
<b>NEWS</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 08/13/12	08/19/12	M-----		1	\$800.00			0.00				
N 22	KSNV	08/13/12	08/14/12	M-F Today Show II 3rd Hour	CM	9-10a	MT-----	:30	1	\$500.001	0.00	NM	1	\$500.00
<b>NEWS</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 08/13/12	08/19/12	MT-----		1	\$500.00			0.00				
N 24	KSNV	08/13/12	08/14/12	Early Today	CM	4-430am	MT-----	:30	2	\$125.001	0.00	NM	2	\$250.00
<b>NEWS</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 08/13/12	08/19/12	MT-----		2	\$125.00			0.00				
N 25	KSNV	08/12/12	08/12/12	Early Today	CM	4-430am	-----S	:30	1	\$100.002	0.00	NM	1	\$100.00
<b>NEWS</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 08/06/12	08/12/12	-----S		1	\$100.00			0.00				

Totals 32 \$20,850.00